

NEEL FORECASTS EXPANSION IN 1922

Pioneer Distributor Claims Automotive Industry Has Passed Period of Reconstruction

CALAMITY HOWLER HUSHED

PREDICTING that the year 1922 will witness the biggest business in the history of the automobile industry, and the likelihood of a shortage of cars, Percy L. Neel, president of Neel-Cadillac Company, who, as the pioneer automobile distributor of Philadelphia, started his career here more than twenty-two years ago, forecasts unprecedented expansion in the automotive line.

Mr. Neel points out that the automotive industry is and will continue to be an essential factor in the development of our whole civilization. It has gone through its period of reconstruction. It has reorganized its policies and methods to meet the new order of things, and is better prepared today for a running start than almost any other branch of the industry.

In past years, Mr. Neel has made predictions to his sales force regarding future sales conditions, and the advisability of placing orders to insure delivery. His forecasts invariably have come true.

"For the last two years," said Mr. Neel, "the calamity howler has had his inning. For some time it has pleased him to make the automotive industry a target for his attacks. Regardless of the activity of the calamity howler, the automotive industry will survive as certainly as will the Government itself. No well-balanced mind doubts it. No constructive mind would have it otherwise."

Mr. Neel emphasizes the fact that people will have more ready money this year to purchase automobiles, etc., particularly in view of steps being taken to eliminate certain taxes.

"A liberal expansion of credits will hearten our business men," continues Mr. Neel, "and will create a new confidence—will bring back long years of prosperity. The automotive industry, which is fundamentally sound, has been suffering from the same troubles that vex the steel, the cotton, the woolen, the leather, the furniture, the jewelry and all other industries. Because it is the largest in the country, because it employs more men and more capital in its various branches and accessories, because the motorcar is always in evidence, and because its usefulness is universally acknowledged, depression, however slight, is much more noticeable in it than in any other industry."

"We sincerely believe that by reducing costs, the Cadillac Motor Car Company is establishing a new standard of motorcar values and aiding in the great national movement which all far-sighted manufacturers are now supporting, viz., to sell our products at prices that will stimulate business, not only in this country, but throughout the world."

CUT IN BATTERY PRICES

Preest-o-Lite Announces Reduction From 15 to 33 Per Cent

Price reductions ranging from 15 to 33 per cent, and bringing storage battery prices to the lowest point in years, are announced by the Preest-o-Lite Company, through the Valley Auto Supply Company, their local representatives at 1343-45-47 Brandywine street.

There has been an insistent demand on the part of the motoring public for a drop in the high cost of equipment and maintenance, as well as automobiles. This demand has been met only in part, but the downward revision of prices has helped materially to satisfy motorists that the reductions are proportional to the times.

This is the third reduction the Preest-o-Lite Company has made within a year, and is the greatest reduction ever made in the history of the company.

Tires and Wheel Alignment

The average motorist and garage attendant knows that the front wheels of a car have a certain necessary alignment. They must be drawn in below to provide ease in steering and must be in an front to allow for spreading under traction.

Front wheels on new cars are tied in the full amount, but, being stiff, they do not easily spread. Consequently the tires temporarily run out of alignment. Under such conditions, say tire experts, the tread of the front tires will wear rapidly.

Bus Line in Africa

In England, an ambitious promoter organized a motorbus trip for tourists from London to France and Switzerland, and across the Alps and North African Coast. The vehicle was called "The Crimson Rambler," and caused considerable excitement in Switzerland and Africa.

Feels Great!



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PRESIDENT'S CARS

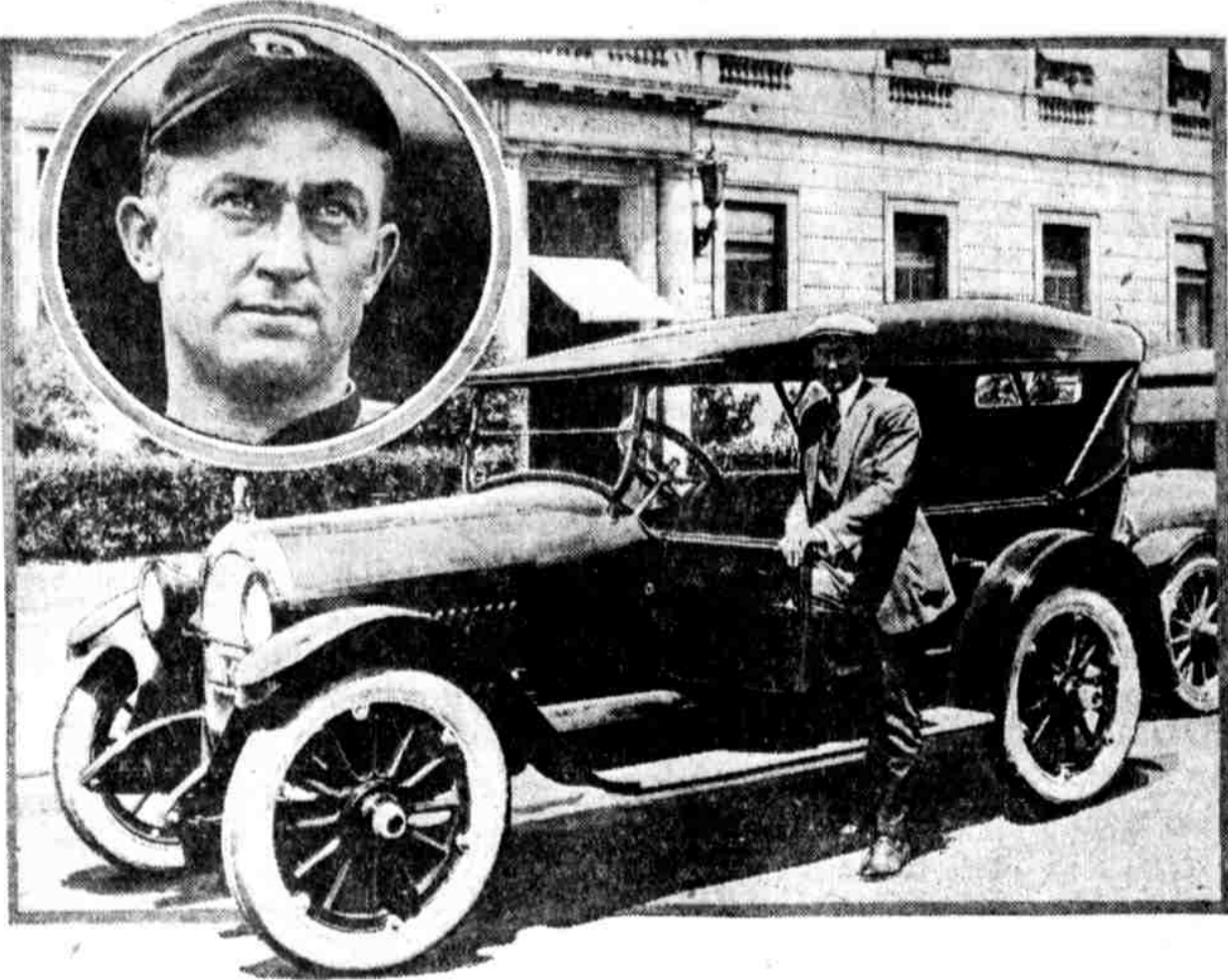
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TY COBB AN ENTHUSIASTIC MOTORIST



Famous hitter and manager of Detroit Tigers is seen with his Oldsmobile in front of the Detroit Athletic Club

LIMOUSINE WAS PEASANT'S COIF

Word Introduced Into Auto Vocabulary When French Built Cars Covered With Hoods

SEDAN FAMOUS CHAIR

IT IS hard to realize that the name "limousine" comes from the head-dress of a French peasant woman, and this is the absolute case," said J. I. Handley, president of the Handley-Knight Company, in a recent address.

"It appears that the limousine was the head-dress of the womenfolk of the region about Limoges, France, which was the capital of the old province of Limousin. The peasant women there wear a sort of coif, or hood, with a cape attached. This became known as a limousine, because the women of Limoges wore it. Later, the women themselves were called limousines, and when the French brought out a sort of campaign wagon for their armies, much like our prairie schooner, this was named a limousine, because, like the women of Limoges, it was covered with a hood.

"When the French began to build automobiles covered with a hood they were quickly named 'limousines' after the peasant-women's coif.

"Other names in automobile vocabulary have equally interesting antecedents. Sedan is named after the village of Northeast France of the same name, where occurred the debacle of Napoleon III in 1870. The factories in the town were famous for the chairs which they turned out.

"The chairs of those days were the forerunner of the modern taxicab. Chairs were necessary because in the ancient parts of London and Paris the streets were narrow and the twistings and turnings many. A horse and carriage simply could not get through. Instead of calling a taxi, you called a chair, which with its helpers soon came along, and you were quickly whisked away to wherever you wanted to go.

"The chairs built at Sedan were so luxurious and comfortable that they became the favorites of royalty, and soon the name 'Sedan' was used to denote all high-class chairs. When a new type of closed car was developed, and a fitting name was desired for it, Sedan was chosen, as a name long famous, denoting the highest type of closed-car luxury, and any one who looks over the modern sedan, such as the Handley-Knight, and sees and enjoys its luxurious comfort, will believe it does credit to the old chair builders. Yet in addition to its superlative appointments this car is powered by the famous Handley-Knight sleeve valve engine, which improves with use."

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FITCH MADE MANAGER

Succeeds Northrup for Overland in Boston

Herbert G. Fitch has been appointed manager of the branch of Willys-Overland, Inc., at Boston, Mass. He succeeds W. G. Northrup, who resigned on January 1 to go into another line of the automobile business in Chicago.

Shortly after John N. Willys had secured control of the Overland plant in Indianapolis, back in 1919, Herbert G. Fitch became secretary to Mr. Willys. His unusual ability won for him the important post of manager of the Indianapolis plant when Mr. Willys had moved the main factory to Toledo.

Soon afterward he was sent to Elkhart, O., to take charge of what was then the Garford plant. This shop became the motor plant where Willys-Knight motors were developed.

He resigned from the factory association to become the vice president and general manager of the O. J. Watson Motorcar Company, of Wichita, Kan.

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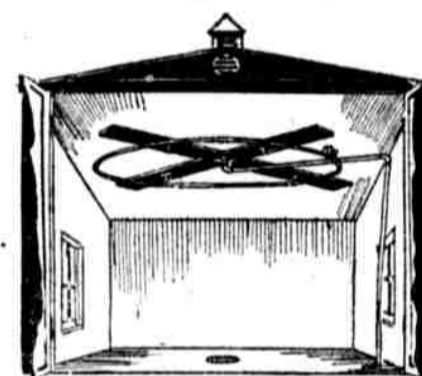
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"B"—ONE-HOUR LIMIT from 17th street to 23d, between Arch and Walnut streets, inclusive, except that parking on Market street from 16th to 17th is limited to FIFTEEN MINUTES; from 17th to 19th, THIRTY MINUTES; 19th to 23d, ONE HOUR.

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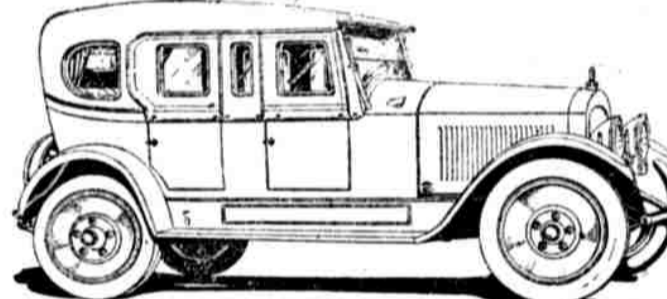
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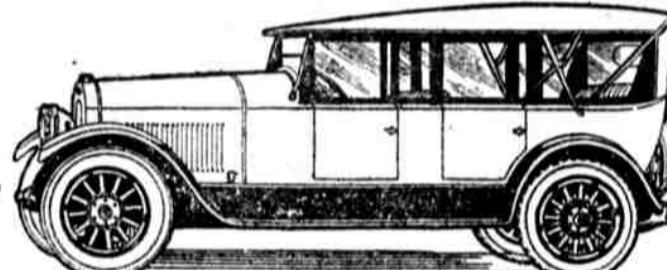
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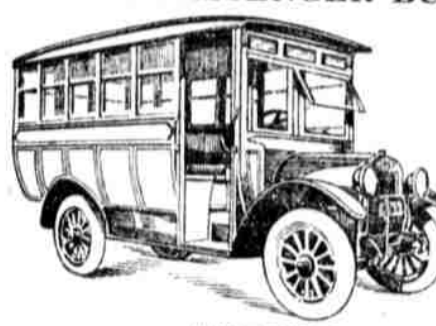
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